

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 298

Credits: 3

Course Title: Seminar and Project in Business Management and Administration

Course Description: Requires completion of a project or research report related to the student's occupational objective and a study of approaches to the selection and pursuit of career opportunities in the field. Prerequisite: Students should have completed most of the management courses before enrolling in this course. Lecture 3 hours per week.

General Course Purpose: The semester project will entail selecting a small business as a client and conducting a research project that will help address a problem or opportunity the client is facing.

Course Prerequisites and Co-requisites:

Prerequisite: Students should have completed most of the management courses before enrolling in this course.

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Work efficiently and effectively as part of a team and critically evaluate information and ideas presented by other members of the team;
- b. Explain the critical steps in defining a business marketing problem;
- c. Comprehend the role that marketing research plays in decision-making by business owners;
- d. Develop the knowledge and practical skills to plan, implement and report research findings,
- e. Locate and access market information effectively and evaluate the quality and relevance of the information;
- f. Design and undertake a basic marketing research project; and
- g. Produce an evidence-based marketing project.

Major Topics to Be Included:

- a. Client Evaluation
- b. Secondary Resources
- c. Qualitative Research
- d. Problem/Opportunity Definition
- e. Research Design

Date Created/Updated (Month, Day, and Year): January 24, 2019